



## Switzerland: Keep cool and beat the heat.

Dear media friends,

On these hot summer days, it's essential to keep your energy up.

And as we don't want you to miss out on all the inspirational news from Switzerland this June, we're making this intro short but sweet, that way you can save all your energy for reading the more important bits below :)

So keep cool, stay hydrated and start planning your summer in Switzerland!

Best regards,

Myriam, Fran and Mélanie

Your UK & Ireland media team



### LuganoDante's new urban garden.

LuganoDante, the four-star hotel in Lugano, has just opened a new, innovative urban garden called 'FLAMEL Urban Farming'. Vegetables and aromatic herbs, grown here without the use of chemicals, are then used in both the dishes and famous mixology cocktails served at the hotel restaurant, FLAMEL Bistrot.

Sustainability in the city.



### History meets modernity.

Old and new technology work together in perfect harmony as part of this mountain railway experience. The Rigi Railway, the oldest rack-and-pinion railcar in the world, takes guests up the Queen of the Mountains, while a new state-of-the-art articulated railcar brings them back down into the valley. An unmissable adventure for railway enthusiasts, nostalgia fans and connoisseurs!

A trip through time.



### Matterhorn Alpine Crossing.

An 80-year-old vision is finally about to become a reality, thanks to the Matterhorn Alpine Crossing. The highest continuous Alpine cable car crossing, connecting Zermatt and the Italian resort of Cervinia, will open on 1 July 2023. The Matterhorn Alpine Crossing's total journey time will be 90 minutes and will be operational year-round.

The premium experience.



### Heidi Classic Car Festival.

Enjoy an exciting, varied and unforgettable few days at the Heidi Classic on 22-25 June in Bad Ragaz and Maienfeld. This breathtaking region is the ideal starting point for a scenic rally drive with special stages for seasoned and newbie classic car drivers. Whether it's a detour through the vineyards, over famous mountain passes or through Alpine valleys - this is a weekend you won't forget in a hurry!

Start the engine.



### Winify: Wine meets music.

In Morges, oenomusicology experts have created Spotify playlists which represent and are dedicated to Chasselas and Servagnin, the two emblematic grape varieties found in this region's vineyards. These Winify playlists reveal the subtleties of the wines using analogies and isomorphisms. Winify can be experienced during tasting sessions at the wineries in the area, and can also be enjoyed at home.

A unique tasting experience.



### Hiking and gastronomy.

The many gastronomic trails around Switzerland make for the perfect summer excursion, combining beautiful scenery and delicious Swiss food. Designed to offer maximum flexibility, there's a foodie-themed hike to suit all tastes and ages. What better way to discover the Swiss Alps and taste local specialties?

Hike and enjoy Swiss delicacies.



### InnoTren: A mobile train of thought.

The Rhaetian Railway's InnoTren is the first mobile conference room! RhB's very own conference and innovation carriage gives a whole new lease of life to meeting and, at the same time, helps get creative juices flowing. How could anyone fail to be inspired by those majestic mountains passing by?

A unique way to work.



### Direct Bristol to Zurich flights.

Swiss International Air Lines (SWISS) has been operating direct flights between Bristol and Zurich since February 2023. This new service, which operates three times a week in both directions, allows passengers to travel comfortably from the UK to Switzerland in just two hours.

Get ready for take off.



### GoldenPass Express.

This year, the GoldenPass Express will see its very first summer season of direct trains between Interlaken and Montreux. The new trains operating on this route combine metric and standard gauge, bridging the gap between mountain railways and high-speed trains, and feature 2nd class, 1st class, and the Prestige Class.

Enjoy a scenic train ride.



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